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Kings & Kings "K" Cigarettes are pre-qualified by FTC method
© Philip Morris Inc. 1989Now Greatly Reduces Serious Risks to Your Health
SURGEON GENERAL'S WARNING: Quitting Smoking

Enriched Flavor, low tar. A solution with Merit.

Merit has made its point. Thank you.

Merit has Enriched Flavor. Merit has jets and molargrids.

Vantage has 11 milligrams of tar. Merit has 8 milligrams of tar. Vantage has spiced bottles.

Vantage has great taste. Merit has great taste.

Merit does number on Vantage.

National Magazines, 1989
(604)Ad No. 2253-81 - (MERIT DOES NUMBER) - Reg. No. N12803 - Page, 4/C - (7 x 10 inches)
LEO BURNETT U.S.A.